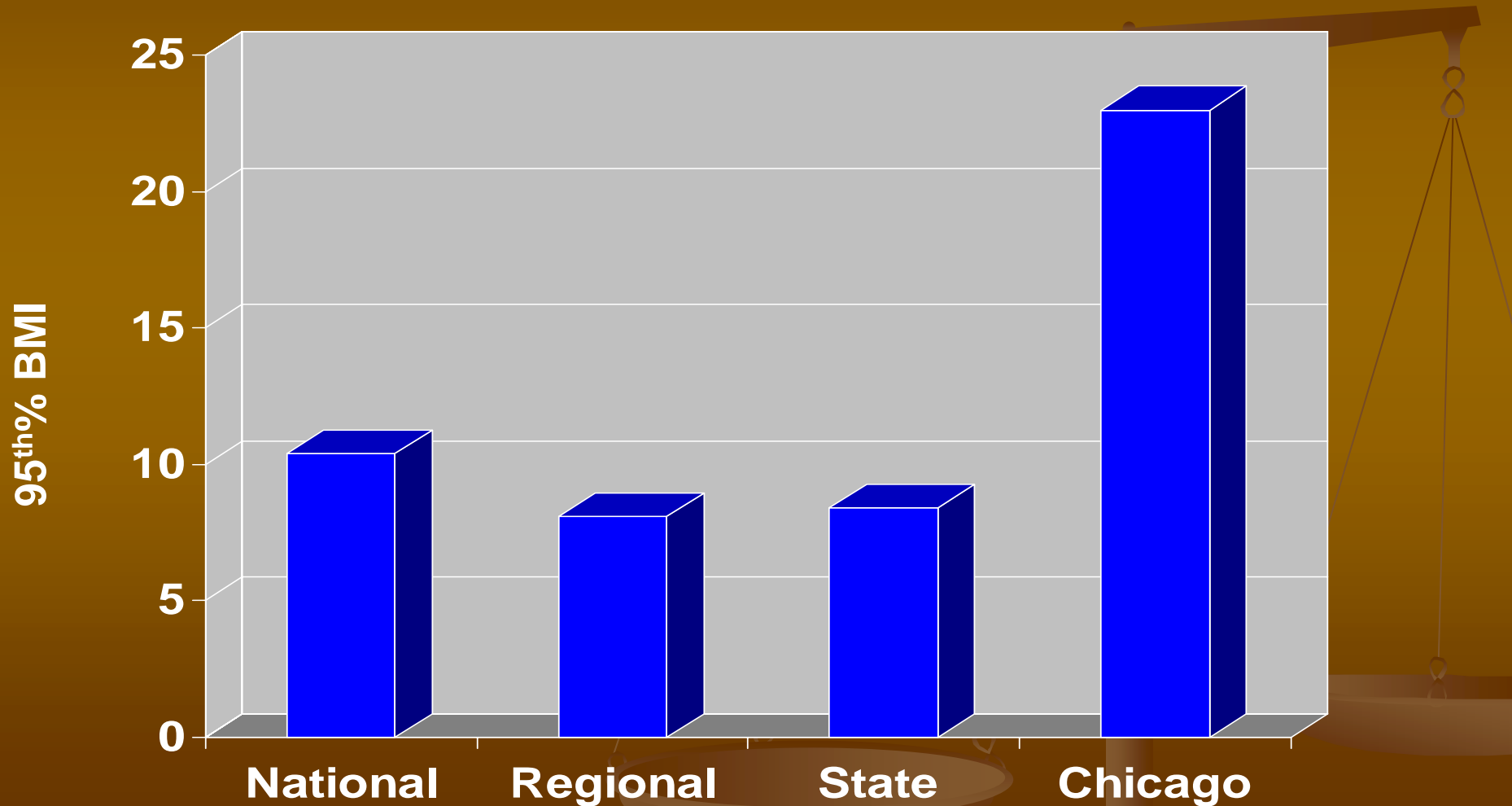


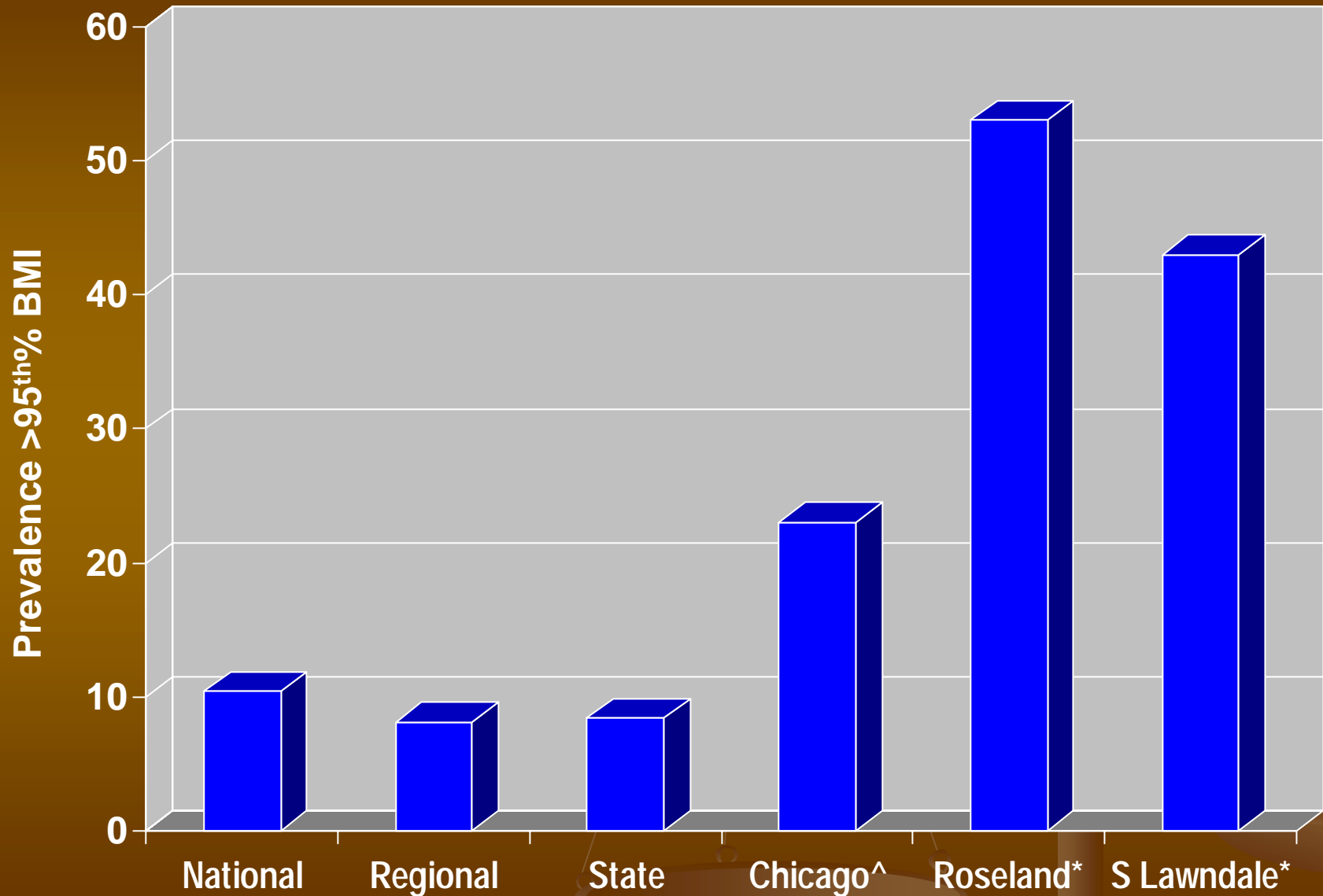


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Overweight in Chicago Public Schools Students (At Kindergarten Entry)



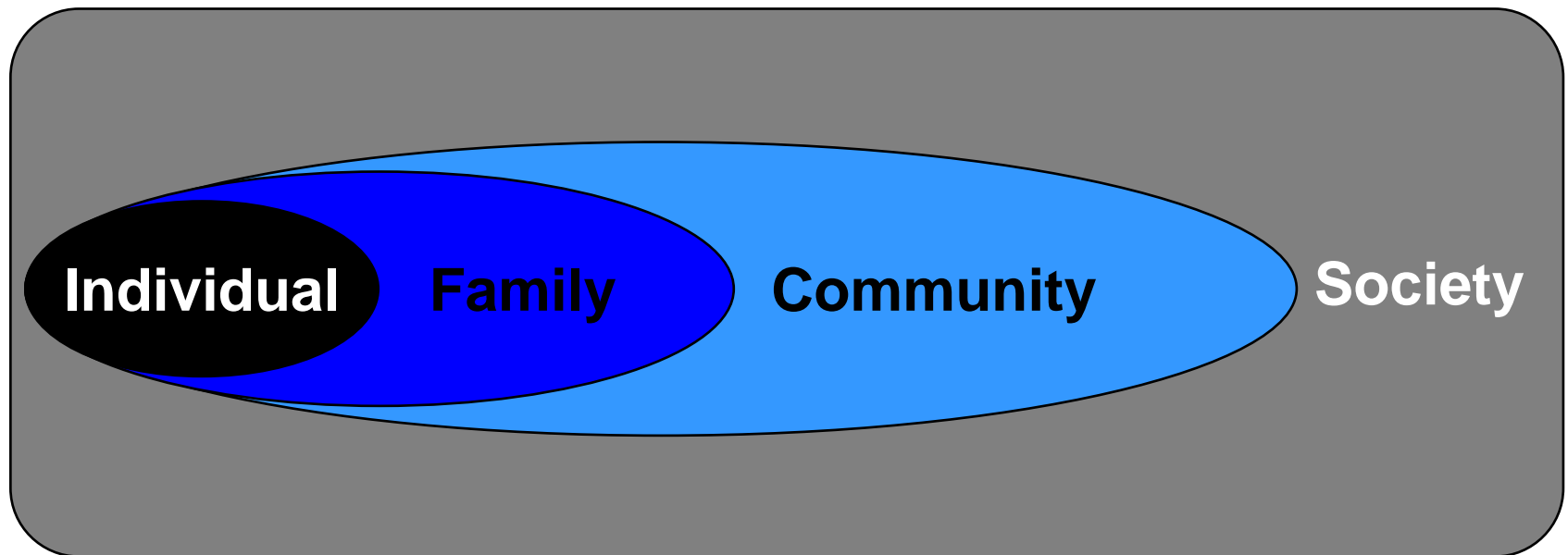
Prevalence of Overweight in Children



^ CLOCC data (3-7 yrs) * SUHI data (2-12 yrs)

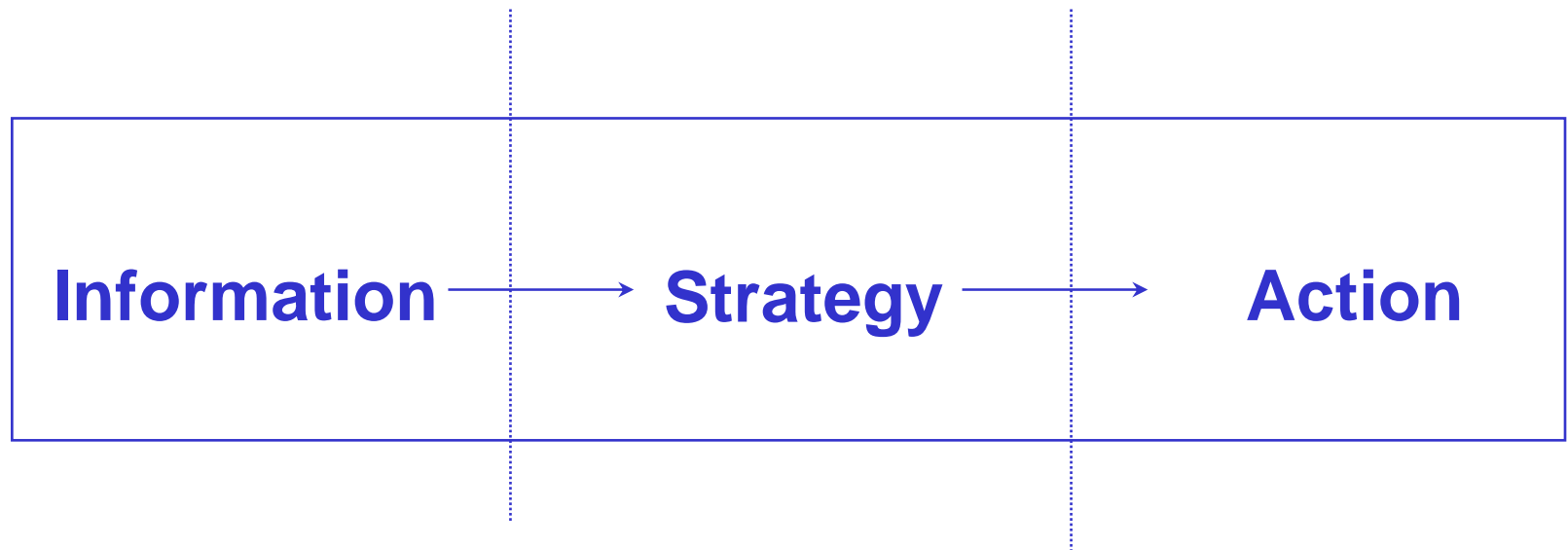
The CLOCC Model: Founding Principles

- An Ecologic approach is required



The CLOCC Model: Founding Principles

- A strategic approach is also needed

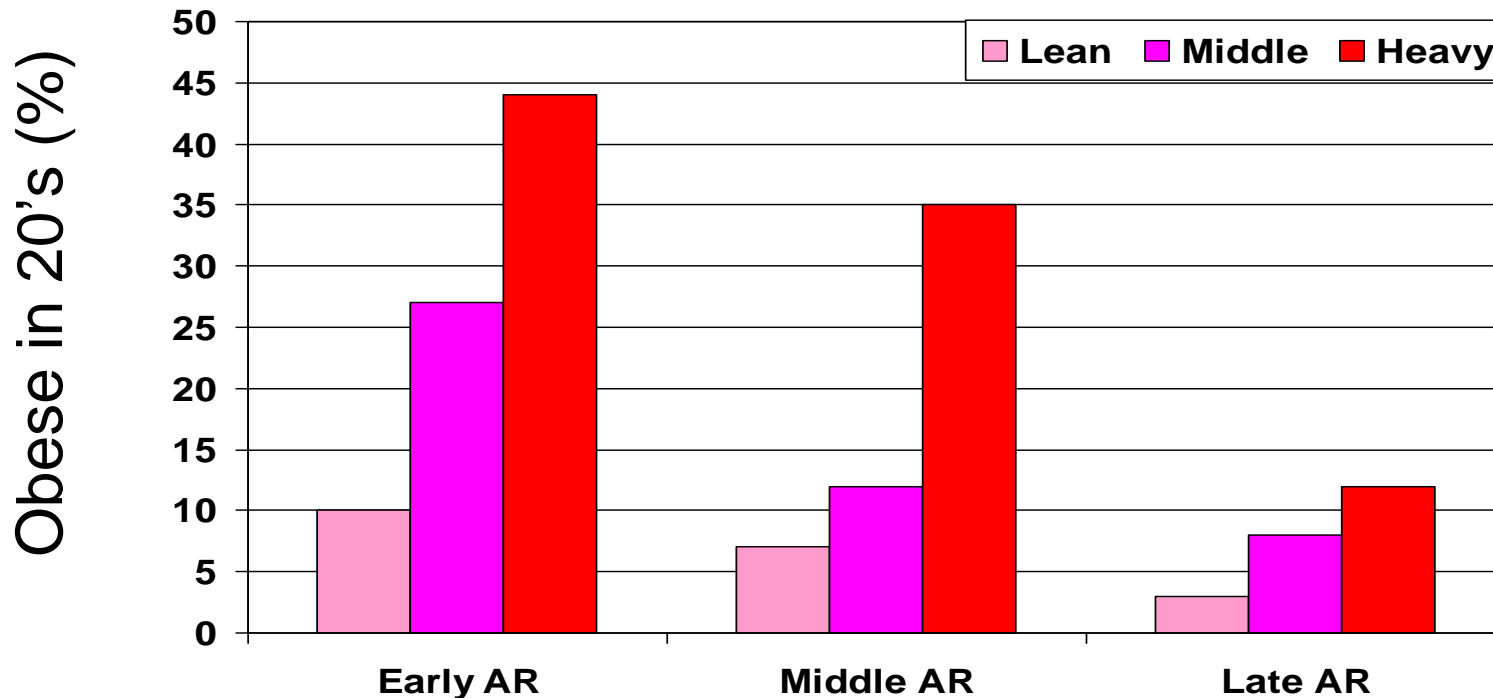


Christoffel K Kaufer, Public Health advocacy: Process and Product, *AJPH* 2000; 90:722-726.

The CLOCC Model: Founding Principles

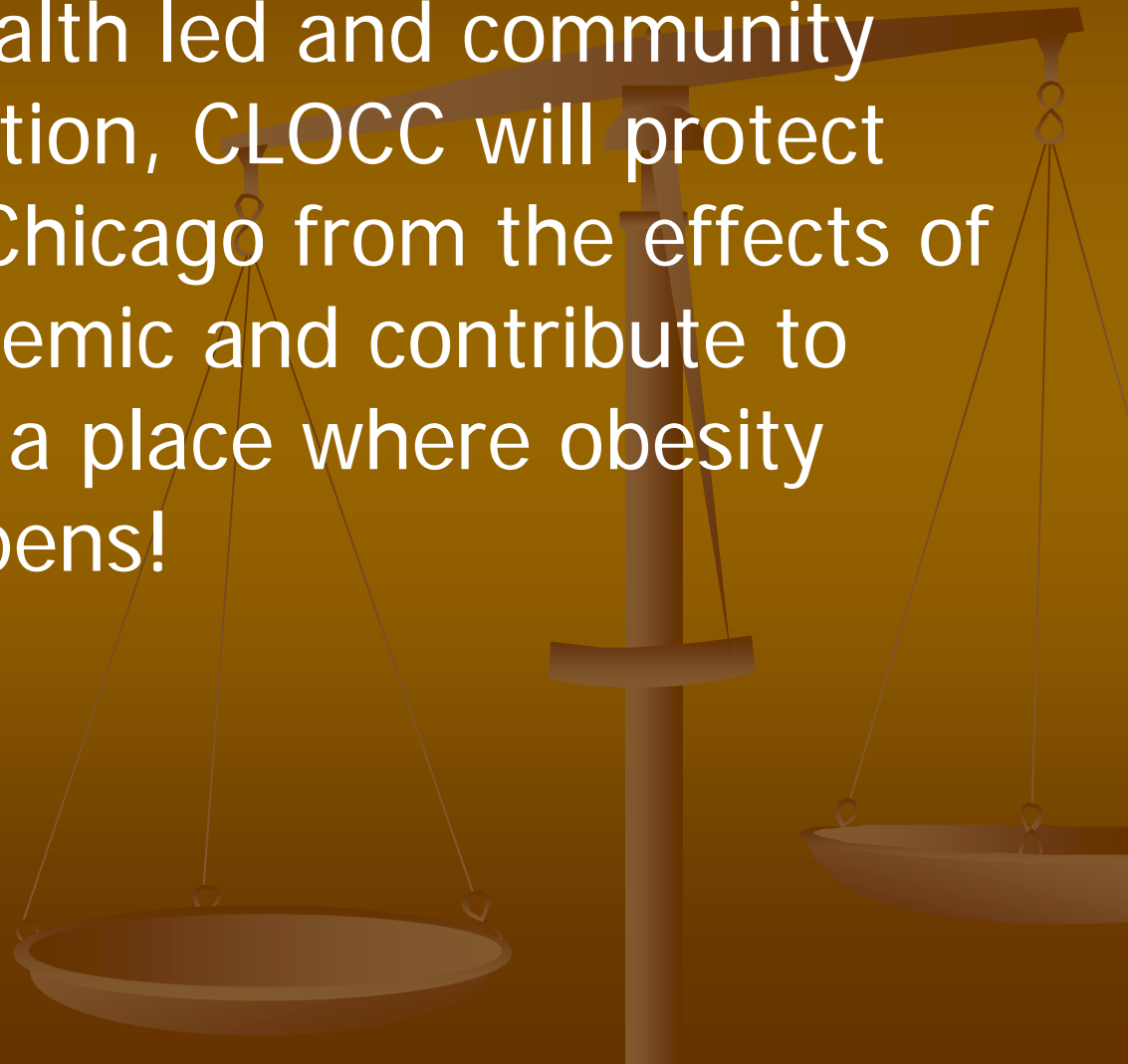
- Strategies must be data-driven: a focus is on 3-5 yr olds

Adiposity Rebound and Obesity

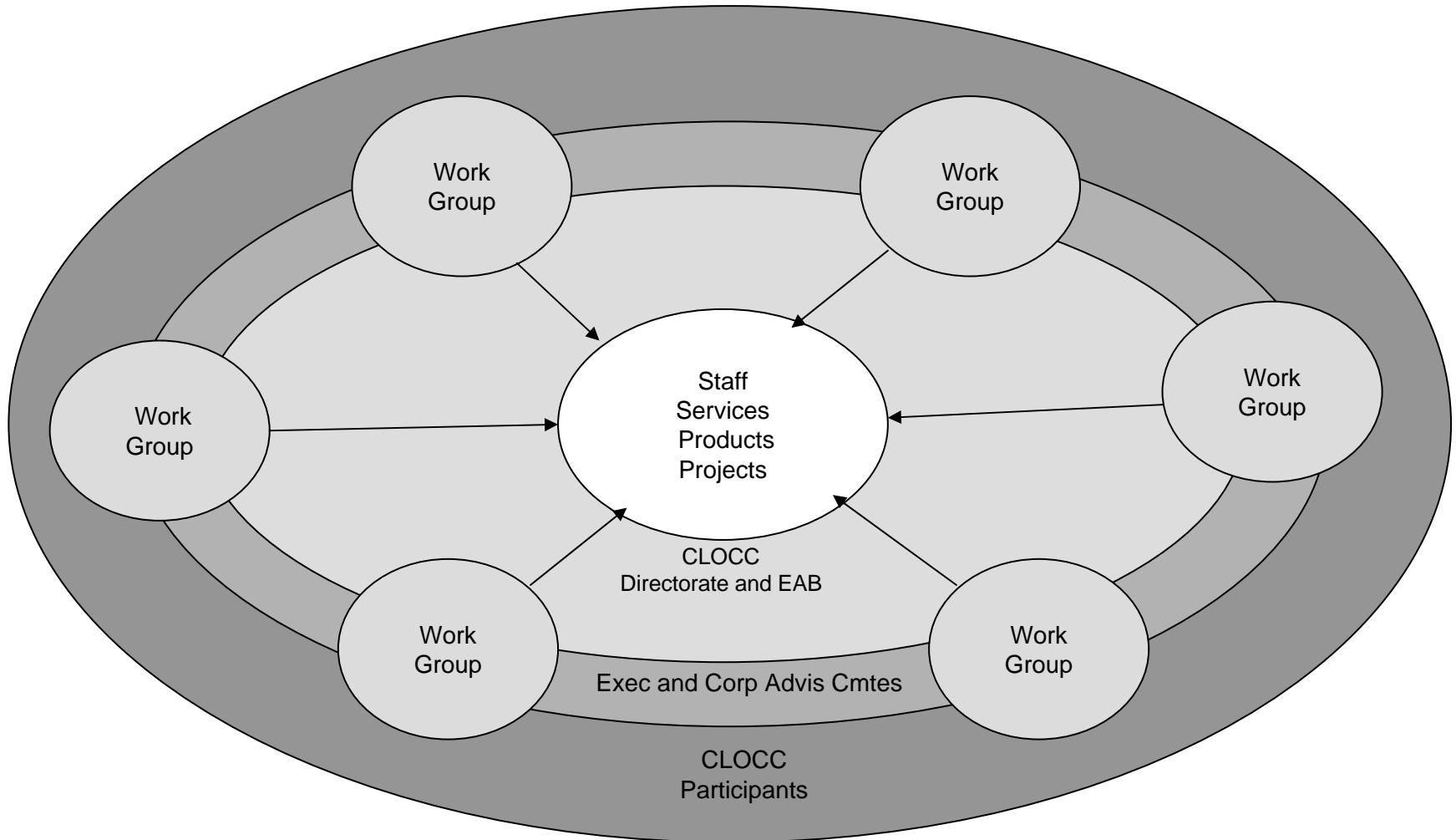


CLOCC Vision

Through our health led and community driven collaboration, CLOCC will protect the children of Chicago from the effects of the obesity epidemic and contribute to making our city a place where obesity prevention happens!



The CLOCC Model: Structure



CLOCC Today

Over 900 health, education, community experts and advocates (representing over 400 organizations) formed into 7 working groups:

- Clinical Practices
- Culture and Communities*
- Data Surveillance
- Governmental Programs and Policies
- Non-Governmental Organizations*
- Research Support
- School Systems

*In 2005 these WGs are combining efforts for “Community Action”

CLOCC Today (cont.)

Executive Committee

- Made up of working group co

Ancel, Glink, Diamond, Bush, DiCanni & Roleck P.C., Chicago Children's Museum, Chicago Communities in Schools, Chicago Department of Child Youth Services, Chicago Public Schools, Chicagoland Bicycle Federation, Child Health Data Lab, Children's Memorial Hospital, Greater Chicago Food Depository, Illinois State University, Loyola University, Northern Illinois University, Pediatric Practice Research Group, Sinai Community Institute

- Monthly meetings

- Set policy, guide ops, effect information sharing, set seed funding priorities, etc.

CLOCC Today (cont.)

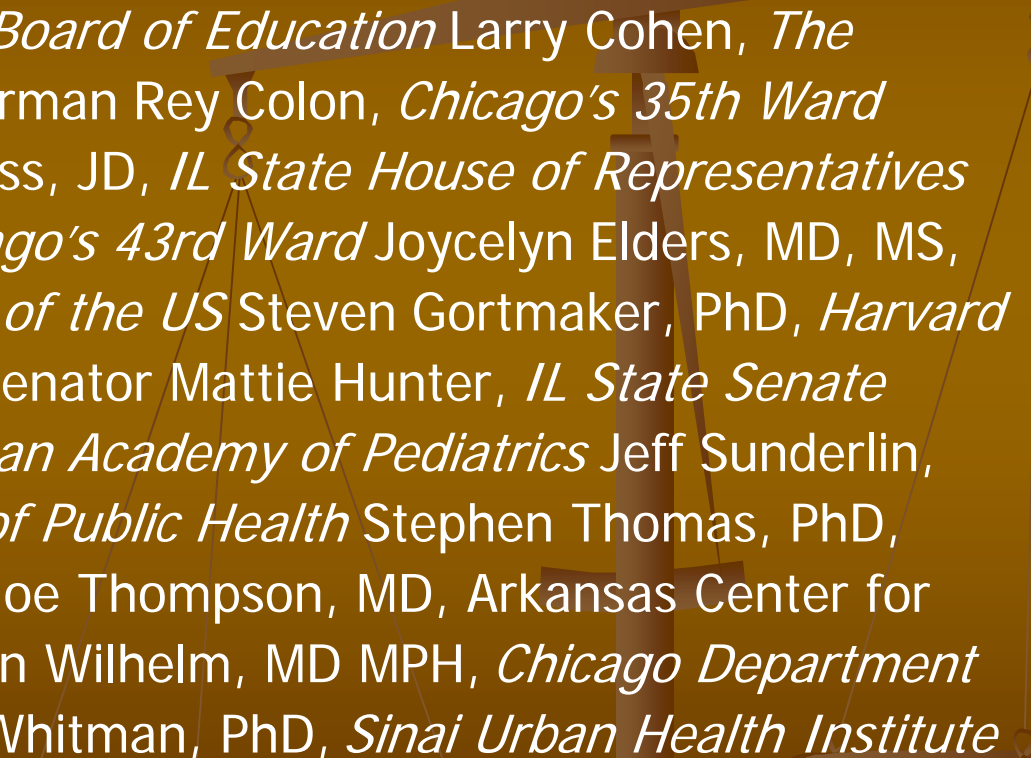
Corporate Advisory Committee

- Convened in March 2004
- Societal level work
- *Chicago Kids Go!*™ pub ed campaign
- Current members:
 - Abbott Labs
 - Actigraph
 - Field Trip Factory
 - Glenview Health Systems
 - Goble & Associates
 - Kraft Foods
 - McDonald's
 - Mark Vend
 - Pepsi Food & Beverages



CLOCC Today (cont.)

CLOCC External Advisory Board



Tariq Butt, MD, *Chicago Board of Education* Larry Cohen, *The Prevention Institute* Alderman Rey Colon, *Chicago's 35th Ward* Minority Leader Tom Cross, JD, *IL State House of Representatives* Alderman Vi Daley, *Chicago's 43rd Ward* Joycelyn Elders, MD, MS, *Former Surgeon General of the US* Steven Gortmaker, PhD, *Harvard School of Public Health* Senator Mattie Hunter, *IL State Senate* Lynn Olson, PhD, *American Academy of Pediatrics* Jeff Sunderlin, MS, *Illinois Department of Public Health* Stephen Thomas, PhD, *University of Pittsburgh* Joe Thompson, MD, *Arkansas Center for Health Improvement* John Wilhelm, MD MPH, *Chicago Department of Public Health* Steven Whitman, PhD, *Sinai Urban Health Institute*

CLOCC Today (cont.)

Admin offices at Children's Memorial

Matt Longjohn, MD MPH, Executive Director

Katherine Kaufer Christoffel MD MPH, Medical & Research Director

Maryann Mason, PhD, Data Analyst

Jonathan Necheles, MD MPH, Evaluation Coordinator

Chris Kierig, Communications Manager

Lara Jones, MPH, MBA, Project Coordinator

Rev. James Kenady, Program and Communications Asst.

Patty Meleedy-Rey, Data Coordinator

Xingyou Zhang, PhD, Demographer

4 Community Organizers

Communications, Policy, and Development Consultants

CLOCC's Early Accomplishments

- Remarkable Growth

- From 80 to >900 in 2 years!
- Many from non-traditional health sectors
 - e.g., Food Depositories, Urban planners, Industry, etc

- Active Network

- Quarterly Meetings now capped at 200 attendees
- Last QM March 3rd with a research focus
- Workgroups with specific projects
- Many unexpected networking results

- Research

- Over \$200K in seed grant awards and WG projects to date
- TASK project foundational research
- CLOCC/CPS Study with follow-up project in Archdiocese
- Accelerometer Library now up and running
- Adding value to partners' work



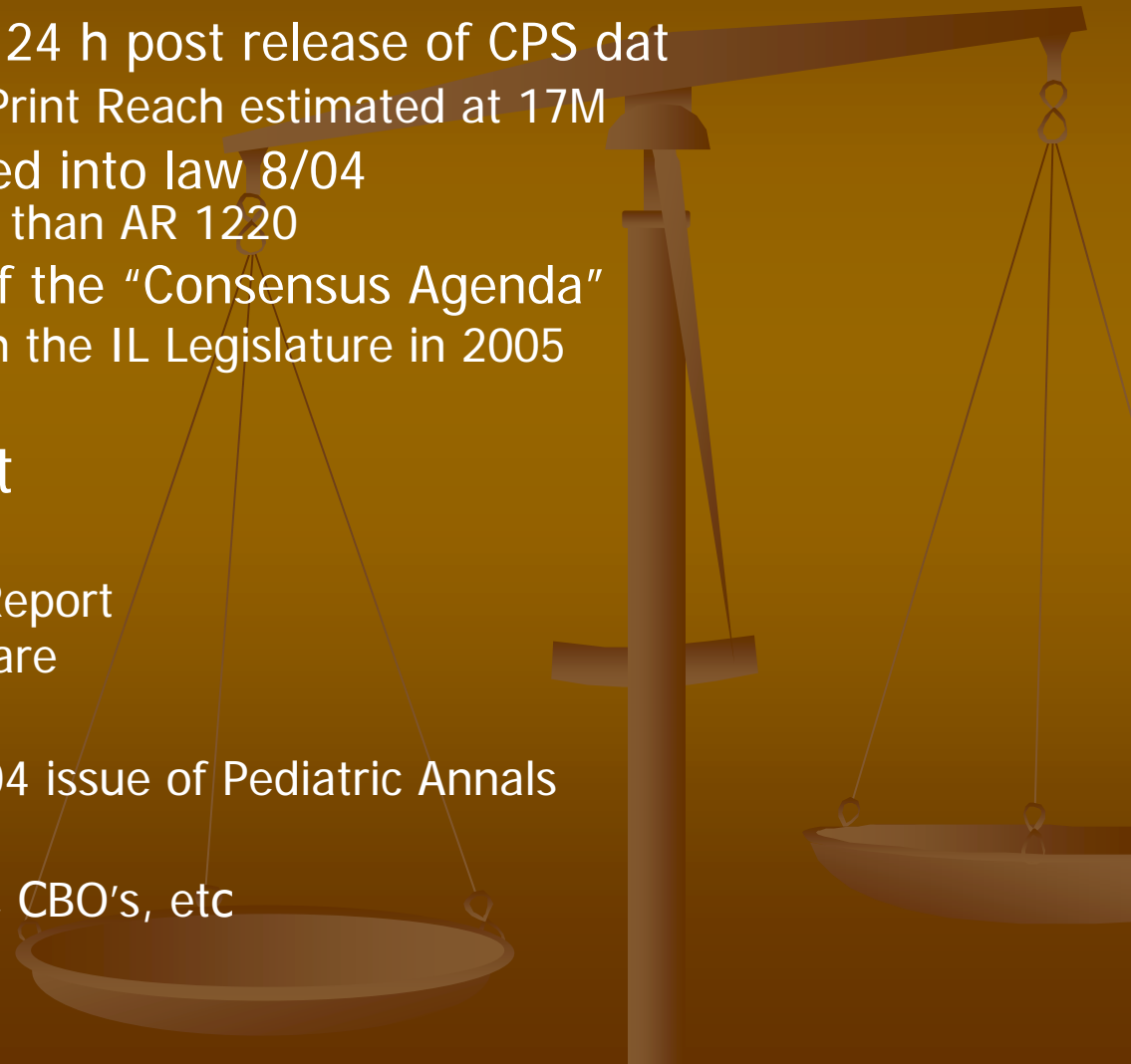
Early Accomplishments (Cont.)

- Advocacy and Policy

- 27 news placements in 24 h post release of CPS data
 - Total Broadcast and Print Reach estimated at 17M
- Wrote IL SB 2940-signed into law 8/04
 - Similar, but different, than AR 1220
- Led the development of the "Consensus Agenda"
 - 4 Bills passed through the IL Legislature in 2005

- Resource Development

- Website, Listserves
 - Fact sheets, Annual Report
 - Manual for Primary Care
 - Publications
 - Newsletter, January 04 issue of Pediatric Annals
- Workshops
 - For clinicians, teachers, CBO's, etc



Current/Upcoming CLOCC Projects

- 6 Neighborhood Focus
- CD-WROM
- Public Education Campaign
- Implementation Grants



Chicago Community Locations

Rogers Park

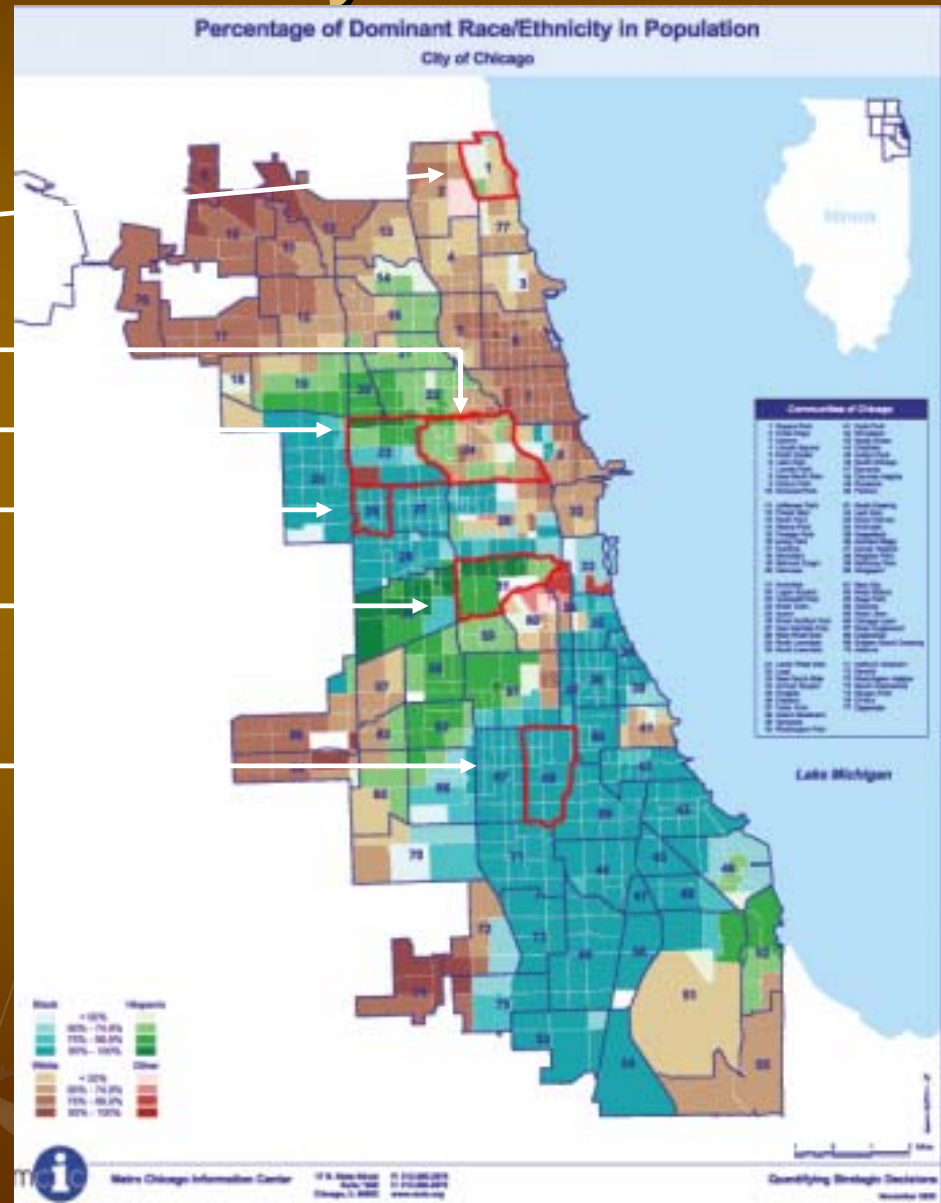
West Town

Humboldt Park

West Garfield Park

Lower West Side
(Pilsen/Little Village)

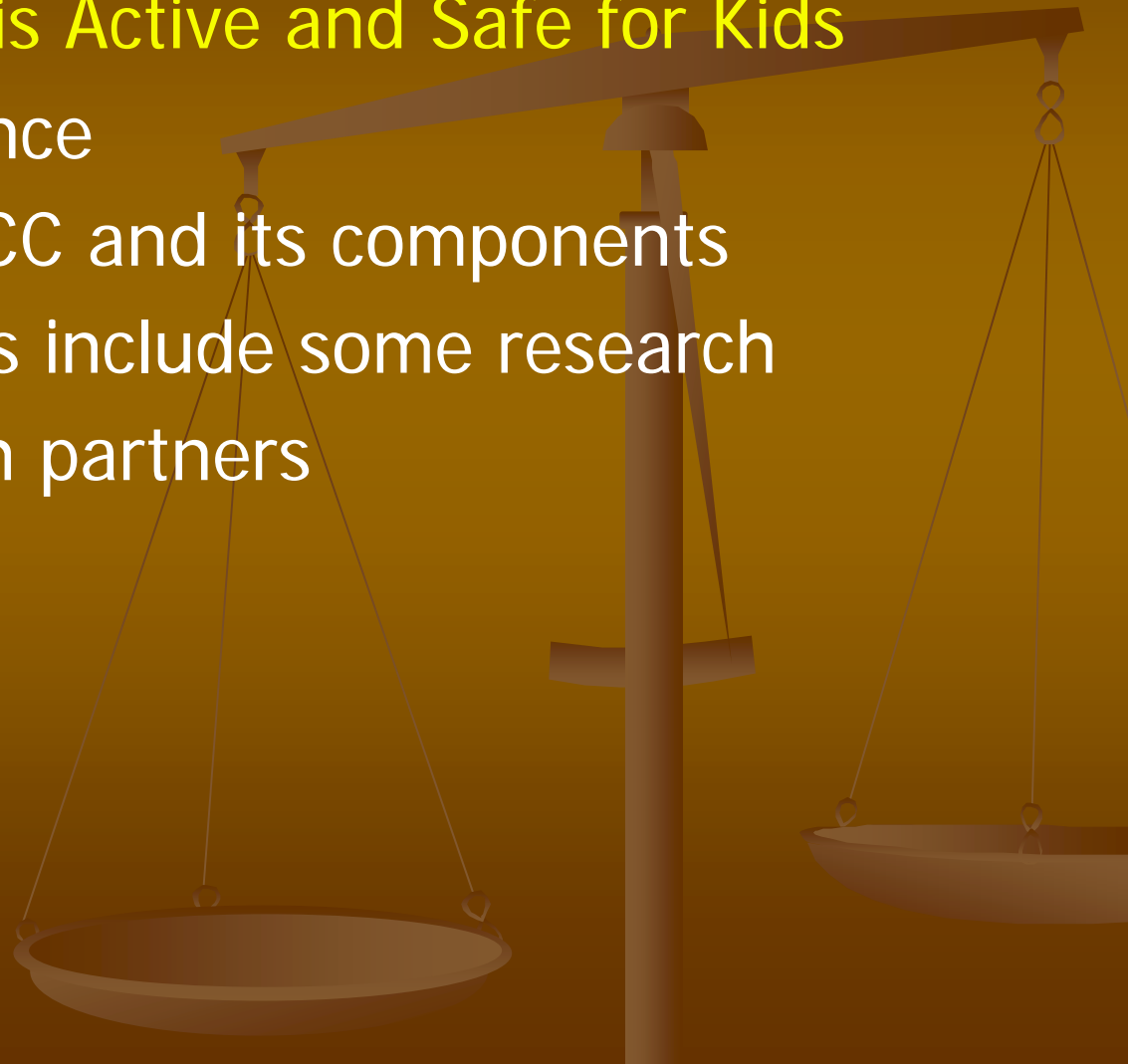
Englewood



Original Research in CLOCC

Transportation that is Active and Safe for Kids

- BMI data surveillance
- Evaluation of CLOCC and its components
- CLOCC seed grants include some research
- Collaborations with partners



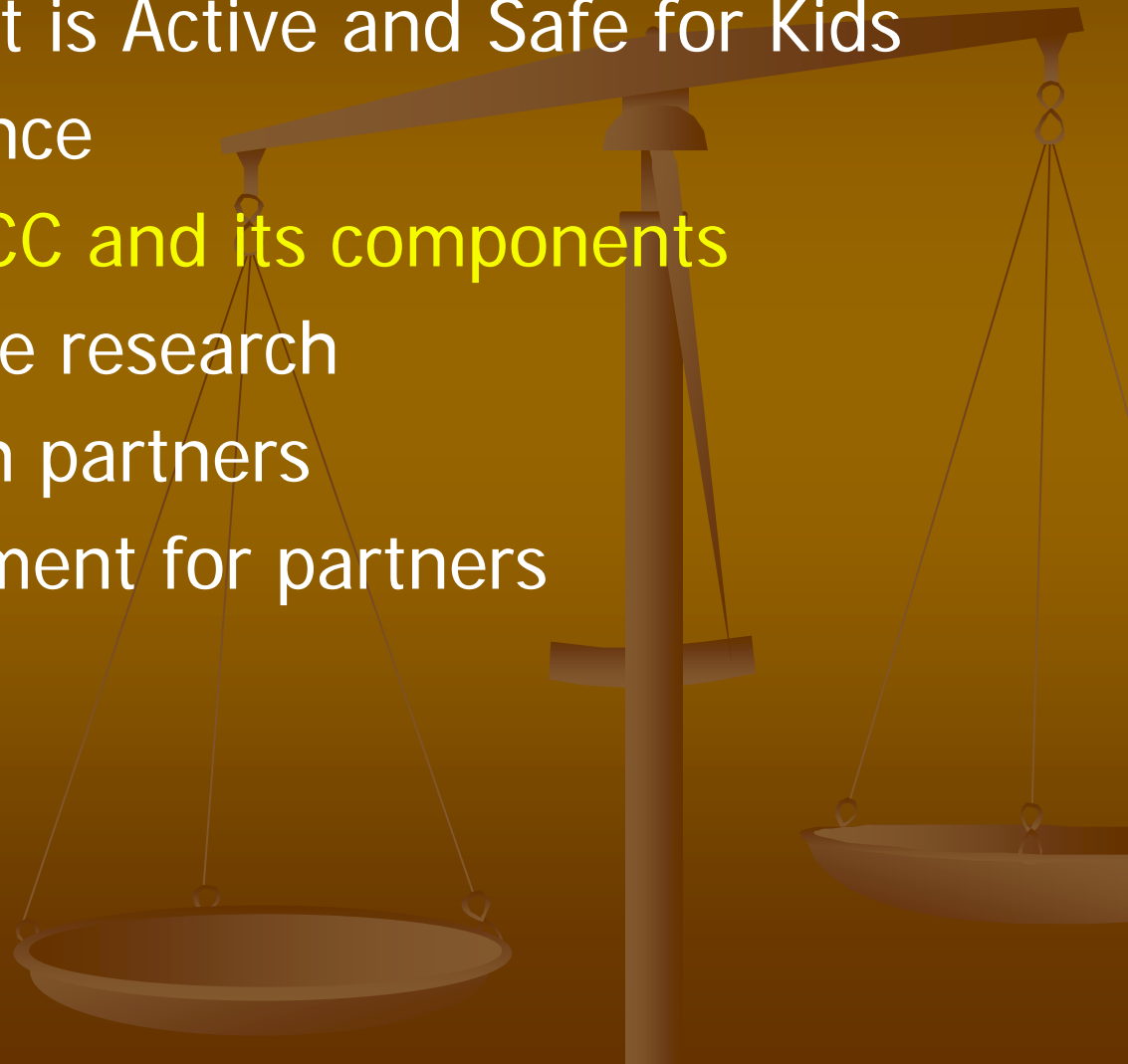
TASK Survey Findings re Traffic Obstacles



Community Area	“What are the reasons why parents might feel uncomfortable letting their children walk to school in your neighborhood?” <i>Most frequent response</i>		“What are the reasons why parents might feel uncomfortable letting their children walk to school in your neighborhood?” <i>2nd most frequent response</i>	
Uptown	Cross too many streets	61.9%	Traffic too dangerous	57.1%
Ashburn	Traffic too dangerous	66.7%	Kids cross too many streets	44.4%
West Town	Gangs in neighborhood	94.7%	Traffic too dangerous	42.1%
W Garfield Pk	Gangs in neighborhood	77.3%	Traffic too dangerous	54.5%

Original Research in CLOCC

- Transportation that is Active and Safe for Kids
- BMI data surveillance
- **Evaluation of CLOCC and its components**
- Seed grants include research
- Collaborations with partners
- Resource development for partners

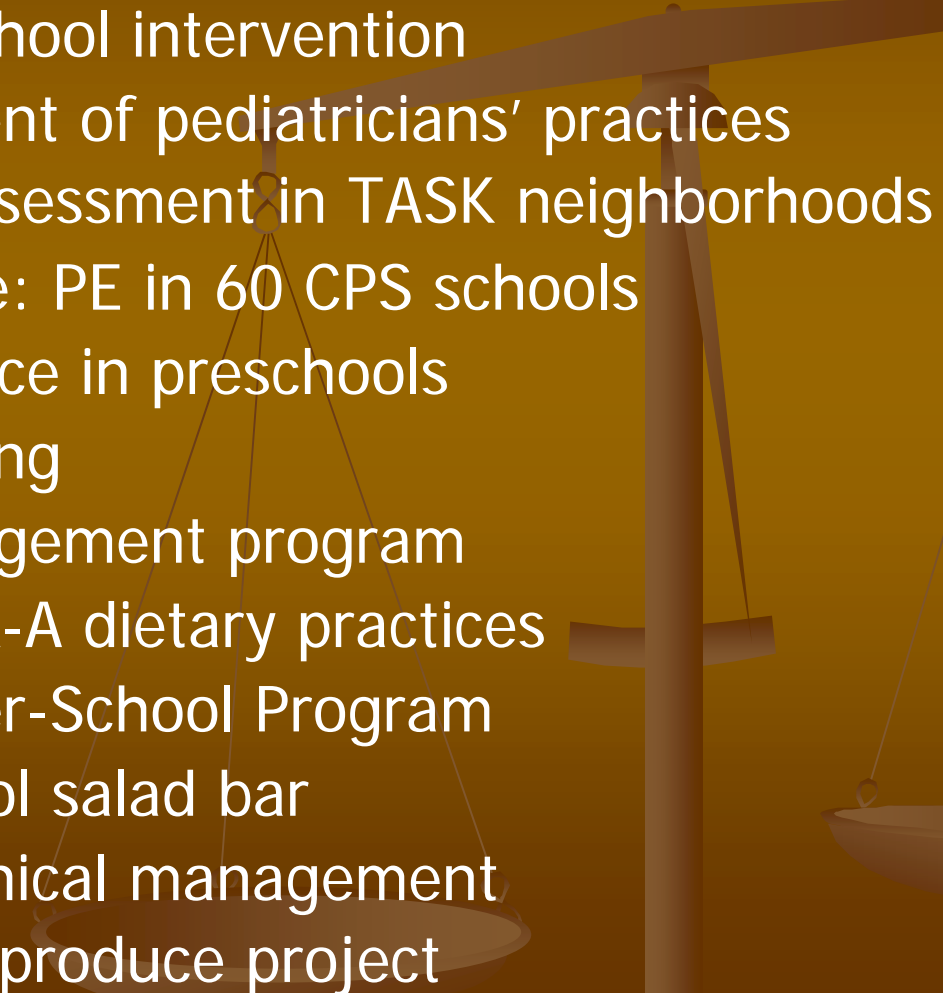


Current Original Research Efforts Within CLOCC

- Transportation that is Active and Safe for Kids
- BMI data surveillance
- Evaluation of CLOCC and its components
- Seed grants include research
- Collaborations with partners

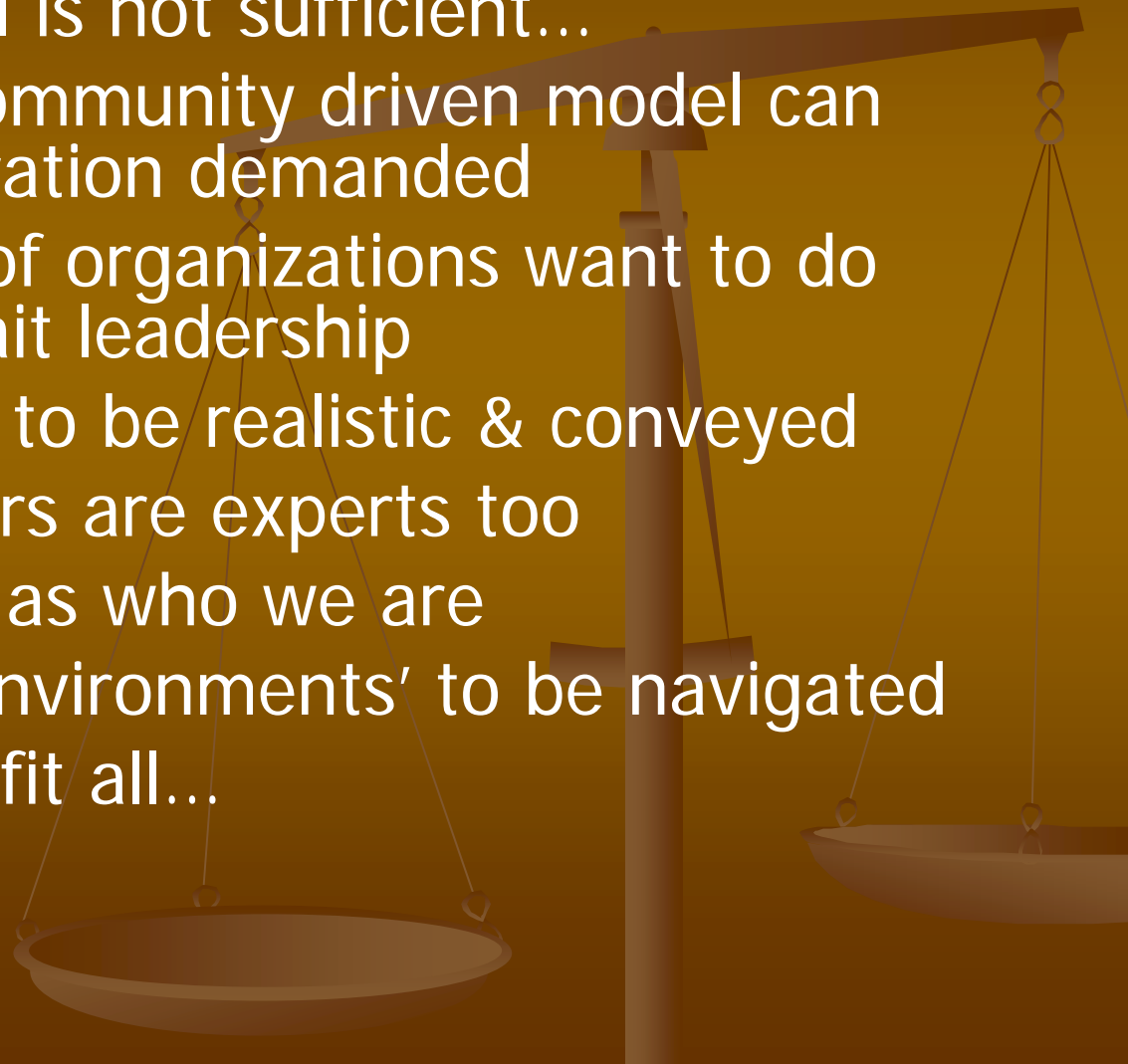


Seed Grants from CLOCC

- Pilot data on a preschool intervention
 - Qualitative assessment of pediatricians' practices
 - Built environment assessment in TASK neighborhoods
 - Needs assessment re: PE in 60 CPS schools
 - Overweight prevalence in preschools
 - FITNESSGRAM training
 - Clinical weight management program
 - Factors influencing A-A dietary practices
 - Evaluation of an After-School Program
 - Evaluation of a school salad bar
 - Best practices for clinical management
 - Evaluation of school produce project
- 

Some Lessons Learned

- The medical model is not sufficient...
- An asset-based, community driven model can foster the collaboration demanded
- Many (hundreds) of organizations want to do their part and await leadership
- Expectations need to be realistic & conveyed
- Community partners are experts too
- We will all behave as who we are
- There are many 'environments' to be navigated
- One size does not fit all...





Thank you for your interest!

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